

Medicare's Preventive Services

	Audio	Video
1.	<p>Open: Medicare Covers America theme music.</p>	<p>Open: DHHS Seal</p> <p>CMS Seal</p> <p>Medicare Covers America</p>
2.	<p>Valerie Hart: Hello, I'm Valerie Hart.</p> <p>Stan Stovall: And I'm Stan Stovall, Welcome to your Centers for Medicare & Medicaid Services and to Volume one, Issue one of Medicare Covers America.</p> <p>Valerie: Medicare Covers America is a video magazine, produced for people with Medicare and everyone who cares about people with Medicare. Every other month, we'll join you to talk about a different part of our plan to improve and modernize Medicare.</p> <p>While each issue will have a different cover story, every issue will really be about the same thing: Helping you get the most out of your Medicare.</p> <p>Stan: Today, we take you on a quick tour of Medicare's new benefits. Benefits designed to help you stay healthy and independent. When we're done, you'll know what the new Prevention services are and why it's so important that people with Medicare take advantage of them.</p> <p>Valerie: We'll also introduce our partners from the American Cancer Society, the American Diabetes Association and the American Heart Association to give you an idea of how we'll all be working together, in your neighborhood.</p>	<p>Valerie and Stan are seated on the set:</p> <p>(Stan Stovall - Medicare Covers America Host</p> <p>Valerie Hart - Director, Medicare Learning Network)</p>

3.	Stan: All that, plus your Medicare Calendar for March and April and a tour of Internet sites that can help you use your Medicare to stay healthy and independent.	
4.	Valerie: This program is just one of the ways Medicare is helping you. If you want to learn more about Medicare Prevention benefits, Medicare experts are standing by to help you 24 hours a day, 365 days a year at 1 800 Medicare. If you have access to the Internet, you can always get help at www.medicare.gov .	
5.	Stan: And, if you'd like to take a second look at anything you see on Medicare Covers America, visit us at www.cms.hhs.gov/cable . This is the place to go for a printable Medicare Calendar, a transcript of this broadcast and links to everything we mention. We hope you have questions, comments, or suggestions about Medicare Covers America, so please e-mail us at cable@cms.hhs.gov .	
6.	Music	Fact File Did You Know? The Centers for Medicare & Medicaid Services has regional offices in 10 cities: Atlanta, Boston, Chicago, Dallas, Denver, Kansas City, New York, Philadelphia, San Francisco, and Seattle

7.	<p>Valerie: Today's cover story is: an ounce of Medicare Prevention is worth a pound of cure.</p> <p>In January, out-going Secretary of Health and Human Services, Tommy Thompson and my boss, Dr. Mark McClellan, met the press to tell seniors and people with disabilities about a new partnership with the American Heart Association, the American Diabetes Association and the American cancer Society. A partnership to let Americans know that there is more in their Medicare in 2005.</p>	On screen is a still from Tommy Thompson and Dr. Mark McClellan
8.	<p>Tommy Thompson: This is one of the most important provisions of the Medicare Modernization Act and over time is probably going to do more to control costs and improve the quality of health than anything else in the Medicare Modernization Act. Treating disease is one thing, but preventing it, it is even better. That's why I'm so proud that Medicare is adding preventative coverage to help keep our seniors healthy.</p> <p>The Medicare system spends well over 95% of its dollars, waiting for you to get sick and then treating you. What a foolish way to run a railroad! Seniors who embrace prevention can literally add years to their lives and good quality years. Friends, this preventive philosophy just makes good common sense.</p> <p>It makes sense for seniors who will suffer fewer chronic problems, receive better care and it makes sense for our system at large, which will save a significant amount of money.</p>	(Tommy Thompson Secretary DHHS 2001-2005)
9.	Music	<p>Fact File:</p> <p>Did You Know? When the Medicare law passed in 1965, no preventive services were covered.</p>

10	Stan: Dr Mark McClellan is a physician, as well as the Administrator of America's largest public health agency. He knows from his own practice, that far too many of us never get around to keeping our New Year's resolutions. Here's what he had to say about the new Medicare benefits.	Stan at the set.
11	Mark McClellan: Thank you very much. Thank you Mr. Secretary. You know it has been a long journey, but being up here today with Secretary Thompson with our friends and partners from the American Cancer Society, the American Diabetes Association, and the American Heart Association, I am confident that we are turning Medicare into a prevention oriented program. Well, the three new benefits that took effect this year on January 1 st , Welcome to Medicare Physical, the Cardiovascular Screening Test Coverage and the Diabetes Screening Test give seniors and their doctors some overdue help in preventing chronic illnesses and their complications. Illnesses and complications that account for billions of dollars and more importantly, hundreds of thousands of deaths in Medicare every year. The new Medicare laws are also making even more prevention oriented coverage available through greater access to Medicare Advantage Plans. These coordinated care health plans have long focused on prevention. They've added additional screening benefits; they've offered innovative approaches to preventing diseases and disease complications like exercise programs and health education services and others steps for healthy life styles. With all of these steps to close the coverage gap for seniors, we know we need to work together now to close the prevention gap. The difference between the expert recommendations for preventive services on the one hand, and the actual use of prevention oriented medicine on the other. And right now that gap is very large and the consequences are great.	Dr. Mark McClellan, Ph.D. Administrator, Centers for Medicare & Medicaid Services

	<p>So we're undertaking this unprecedented partnership to reach out to seniors about why and how to take advantage of the Welcome to Medicare Physical and the Cardiovascular and Diabetes Screening, as well as the existing preventive benefits and Medicare like cancer screening.</p> <p>I'd also like to ask our beneficiaries, our seniors, to think about a very important New Year's resolution for 2005. Spend a few minutes on Medicare's Preventive Benefits by using these booklets or calling us at 1-800-MEDICARE or talking to a representative from one of these organizations here today or your health professional. And then follow the advice of all these experts, and be part of our efforts to make sure you live a longer and healthier life.</p> <p>Thank you very much.</p>	
12	<p>Valerie:</p> <p>Before we hear from a few of the distinguished organizations that are working with Medicare in your neighborhood, let's visit our Fact File.</p> <p>The 'Welcome to Medicare Physical Exam' is one of the most important services that anyone who is new to Medicare can get.</p> <p>When you go for your exam, your doctor will:</p> <ul style="list-style-type: none"> • Record your height and weight • Take your blood pressure and • Give you an EKG <p>In addition to this, the doctor will educate and counsel you about ways to stay healthy and active. Best of all, you and your doctor can go over all of the Medicare preventive services that you need and make arrangements to get them. This includes cardiovascular screening to check cholesterol and lipids for anyone over age 65 and diabetes screening for people at risk for diabetes.</p>	<p>Fact File:</p> <ul style="list-style-type: none"> • Height and weight • Blood pressure and EKG • Education and counseling • Referral for other preventive services • Limited time for coverage

	Remember, the Welcome to Medicare physical is only for people who have had their Medicare for less than 6 months. For example, if you got your Medicare card on January 1 st , you need to get this exam no later than the end of June.	
13 Stan:	<p>Medicare's deductible and co-insurance apply to the welcome physical, but not to the cardiovascular and diabetes screening tests.</p> <p>In this issue's feature story, CMS Administrator, Dr. Mark McClellan, will introduce you to our Prevention partners, the American Heart Association, The American Diabetes Association and the American cancer Society.</p> <p>First though, here's a question to see if you're ready to become a Medicare Expert. I'll be back later with the answer and your Medicare calendar.</p>	
14 Music		Q. Are the new Medicare Preventive services covered if you belong to a Medicare Advantage Plan?
15 Mark McClellan:	<p>In this effort, we're delighted to be working closely with three leading national health organizations, and we want to hear from their perspectives on these new preventive services that are offered by Medicare.</p> <p>John R. Seffrin: Our feeling is we need to do at least three things. One is that we need to have town hall meetings around the country. We have local chapters in three thousands communities in America, virtually all four hundred and thirty-five congressional districts. There is no reason that we can't go with our elected representatives and inform people about this opportunity, and tell them that taking a few minutes of their own time can save their life.</p>	(John R. Seffrin, Ph.D., CEO American Cancer Society)

<p>I think the second thing we need to do it is to be sure that when people want more information they have a place to get it, and so, we're now offering a free toll free 1-800 number, 1-800-ACS2345. And any senior, any Medicare recipient can call us 24 hours a day, seven days a week, never get a busy signal, and we have the people that answer that phone, specially trained to explain what this benefit it's all about and how they can get it.</p> <p>And the third thing is to inform physicians, particularly primary care physicians. I think when people either feel good, or don't think that they have a symptom, they think it's not time to go to the doctor. They need to know that they need to get a check-up; that check-up can lead to screening tests that can save their life.</p> <p>Lynn B. Nicholas: Now diabetes doesn't often have the overt manifestations sometimes of cancer and heart disease, and many people don't take it as seriously as they should. Eighteen million Americans have diabetes now and five million of them do not even know that they do it (<i>means</i> "have it"). And worst still, another forty-one million Americans have pre-diabetes and that's where their blood sugars are abnormally high but not yet high enough to be diagnostic. It is absolutely critical that we get the word out, awareness of this disease and how simple it is to have it detected. The preponderance of diabetes diagnosis is after age 55, so this is especially important for seniors.</p> <p>And we believe that, that this awareness, the opportunity to have the physicals and have the screenings if you have one of the risk factors, and there are many of those that cross over both of our organizations, all three of our organizations. It is especially important. So, we find this a valuable tool to help us with our mission which is to prevent and cure diabetes and improve the lives of all people affected with diabetes. And the sooner they can get into treatment, the more they began to not only control their insulin levels but diet, exercise, you know, all the things that we all take for granted, or things we should do for our health, the longer their lives would be and the more productive just as importantly.</p>	<p>(Lynn B. Nicholas, FACHE CEO American Diabetes Association)</p>
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<p>M. Cass Wheeler: The elderly, the senior citizens are more adversely affected by cardiovascular disease. Two thirds to three quarters of our seniors have hardening of the arteries or coronary artery disease. So, this is very significant that we can actually do tests, actually prevent heart attacks and prevent strokes, so people don't have to suffer those kinds of illnesses, and we can get out front of the diseases and literally use prevention as our very best medicine.</p> <p>Not only we will save lives, we will improve the quality of their lives. They will lead a healthier, happy life and we will also save dollars as well. Potentially, these programs could save millions, maybe even billions of dollars, so there is a significant economic impact as well.</p> <p>Mark McClellan: Now, having these kinds of benefits in Medicare where we really are trying to keep up to date with what the latest Science has to say it, is the right way to stay healthy and to prevent complications of diseases, having a real prevention orientation in Medicare is really a new thing for the Medicare program.</p> <p>For many years we've been behind on preventive benefits. The three of you have been working together in a collaborative effort, really an unprecedented effort among your organizations to help let people in this country know about all the medical care has to offer today to prevent heart disease, and diabetes, and cancer, and the complications of these illnesses to live a longer and better life if you get these problems detected earlier.</p> <p>Now that we're partnering with you as well in the Medicare program this really is going to be a truly unprecedented public, private effort and wondering if you all could talk for a little bit about the bottom line message here for America's seniors. From your work together already, what do we want people to be taking away from these new benefits? Any of you can comment on that.</p>	<p>(M. Cass Wheeler CEO American Heart Association)</p>
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John R. Seffrin:

I think it starts with telling everybody that we've proven that an ounce of prevention is worth a pound of cure. Like that is the first thing. People have every reason to aspire to the American dream of living as healthfully and fully as they possibly can during a normal human lifespan. Last year, as you know, the 2.1 or 2 million deaths in America, 90 % of them were from ten things, and 90% of the 90% were from four things: cancer, heart disease, stroke and diabetes.

(Other man: I hear...).

And so, we now have simple messages that when they get their 'Welcome to Medicare' check up, can be shared with them by a physician, that if you avoid tobacco, if you take some exercise, if you maintain normal body weight and get age appropriate check-ups, you can reduce dramatically your risk of dying prematurely and suffering from all four of these diseases which account for the major threats to their lives.

So, it's a story we think that is compelling and it has a simple message that someone can say, "Oh maybe I can do something for myself." Take a few minutes, and it will save their life.

Lynn B. Nicholas:

The word is getting out and we have much more planned in the future. This is not a flash in the pan for us. This is a long, sustained commitment, and I think the Medicare issue helps it immensely. And, I just want to add one other thing to what Dr. Seffrin said relative to diabetes, specifically. You know I mentioned that forty-one million people have pre-diabetes, high blood sugars not yet diagnostic. There is no reason for them to ever develop diabetes.

We had another important study in conjunction with the Center for Disease Control, another respected arm of the government, that showed that just a simple modest weight loss, 10 to 15 pounds and walking 30 minutes a day, 3 times a week, can actually drive their blood sugars down and keep them from ever developing diabetes.

	<p>M. Cass Wheeler: We would like for you to take away this message, that if you want to consult with the person that is most responsible for your health, go look in the mirror. The first step begins with you, and we're here to offer, through our partnership, a lot of opportunities for you to get out in front of the diseases and actually prevent them. But the first step depends upon you.</p> <p>Mark McClellan: And we all want to be there to help work with you to take that step. The American Cancer Society, the American Diabetes Association, the American Heart Association, all have local chapters that can provide additional information. You can also call 1-800-MEDICARE to get more information about how to stay healthy with all of Medicare's new preventive benefits. John, and Cass (M. Cass Wheeler, CEO of the American Heart Association), and Lynn thank you all for joining us today.</p> <p>Group: Thank you very much.</p>	
16	<p>Stan: Thanks Mark, before you met our prevention partners, I asked whether the new Medicare Preventive services are covered if you belong to a Medicare Advantage Plan?</p> <p>The answer is yes, all Medicare preventive services are covered under Medicare Advantage Plans and these plans can offer even more preventive services. Contact your Medicare Advantage Plan for more information.</p>	Calendar page
17	<p>Now, let's look at our Medicare Calendar for March and April, 2005.</p> <p>March is a month that many national organizations use to raise your awareness of health risks. This makes March a great month to make an appointment to take advantage of all the services Medicare offers.</p> <p>For instance, March is national Colorectal Cancer Awareness month, and Medicare provides for 4 different tests for this cancer, including:</p>	

<ul style="list-style-type: none">• An annual Fecal Occult Blood Test and,• Either a Colonoscopy, a Flexible Sigmoidoscopy, or a Barium Enema. Your doctor can help you decide which of these three tests is right for you. How often you need one of these tests depends on your risk factors. <p>March 22nd is National Diabetes Alert Day, so, if you're at risk for diabetes, call your doctor and arrange to get screened. If you're diabetic or pre diabetic, Medicare can help there too, with Diabetes Self-Management Training. You can also order supplies such as syringes and test meters. If you're one of the millions of people with Medicare who have chosen to get a Medicare Approved Drug Discount Card, Insulin is one of the drugs that are available at a discount and, in 2006, when the Medicare drug benefit begins, Insulin will be a covered drug.</p> <p>March is also National Kidney Month and National Save Your Vision Month. Two of the most serious complications that plague people with un-controlled diabetes are Renal Disease and Vision loss. Don't forget, Medicare also covers another vision related service: Glaucoma screening for people at risk.</p> <p>Finally, March is National Nutrition Month and good nutrition is one of the keys to avoiding Diabetes and Colorectal Cancer.</p> <p>Continuing a theme from March, April is Cancer Control Month. In addition to Colorectal Cancer Screening, Medicare offers annual Screening Mammograms as well as PAP tests and Pelvic examinations (including a clinical breast exam.) When you schedule these tests, you may want to schedule a bone mass measurement too.</p> <p>Men can take advantage of Medicare Prostate Cancer screening including annual digital rectal exams and Prostate Specific Antigen or PSA tests.</p> <p>April is also Foot Health Awareness Month and foot care is critically important to anyone with diabetes. Based on your need, Medicare may cover special shoes for people with diabetes. If your feet are fit, you can participate</p>	
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	<p>in: 2005 WalkAmerica from April 30th to May 1st. One of the best ways to stay healthy and active is with sensible physical activity and even a walk around the block can help.</p> <p>Finally, April 17th through the 23rd is National Volunteer Week. It's a good week to say thank you to everyone who is working with Medicare and our partners to help people with Medicare stay healthy. If you'd like to help, contact our guests today, the American Heart Association, The American Diabetes Association and the American cancer Society and see how you can help your friends and neighbors.</p>	
18	Music	<p>Fact File:</p> <p>According to the American Cancer Society, 80 % of deaths are due to Cancer, Diabetes, Heart Disease, or Stroke</p>
19	<p>Valerie:</p> <p>If you'd like a second look at anything you've seen here today, please visit the Medicare Covers America web site: www.cms.hhs.gov/cable.</p> <p>You'll find a transcript of this broadcast and links to any of the web sites or organizations we mention today. You can also download the Medicare calendar that you just saw. This page is also a good place to look for local events planned by our 10 Regional Offices.</p> <p>And of course, you can always visit www.medicare.gov or call the Medicare experts at 1 800 Medicare. You can get help and information about Medicare face to face at your local State Health Insurance Counseling and Assistance Program.</p>	<p>Web Page on screen</p>

20	<p>Stan: According to reports from the Institute of Museum and Library Services and the National Center for Educational Statistics, 92% of America's 122,000 libraries offer adults independent access to the Internet and 56% provide training for new Internet users. So, if you're visiting your local public library this week. Valerie is here to take you on a quick tour of prevention web sites you might want to visit. But first, here's a Medicare Fact from our Fact File.</p>	Stan on the set
21	Music	<p><u>FSSS</u> Did you know? Beginning on November 15th, 2005, People with Medicare can enroll in the Medicare Prescription Drug Plan that's right for them.</p>
22	<p><u>Valerie:</u> Welcome to this month's Internet Update. Today, I'll introduce you to the web page that compliments each issue of Medicare Covers America and give you a quick tour of some web sites that you can use to stay healthy and independent.</p> <p>First, let's go to www.cms.hhs.gov/cable. As you've already heard, this is the home page for the program you are watching. As you can see the focus of today's page is Medicare's new preventive health services. Whenever you see something on our broadcast that you want to know more about, visit us here.</p> <p>You'll find a transcript of the current issue, a version of the Medicare Calendar that you can print for yourself and links to everything that we mention. We also work closely with all 10 CMS Regional Offices, so check our regional office section for information on local events to help you get more from your Medicare.</p> <p>We also have a Broadcast Partner section where you can find links to all of the community broadcasters who carry Medicare Covers America.</p>	Internet Update

Let's move back to our helpful links section and see what you can find when you visit some of our prevention partner sites.

One page that we recommend for all kinds of health information is the home page for our sister agency, the Centers for Disease Control and Prevention. As you can see, www.cdc.gov has everything you ever wanted to know about health, they cover everything from Tsunamis to Flu shots.

If you follow the Health Promotion link on the left hand margin, you get to a page that will tell you everything you need to know about preventive health services and healthy living.

Another great site to visit is the HealthFinder site. HealthFinder is a site maintained by our parent agency, the Department of Health and Human Services. In addition to facts about every aspect of health care, HealthFinder features over 50 online quizzes that can help you estimate your risk factors for common conditions like breast cancer or diabetes.

Let's go to the home page of one of our prevention partners: The American Heart Association. This web site is a great resource on prevention, but it also has lots of information about treatment for heart disease and stroke. I love to cook, so I took the Learn and Live quiz and got a free cookbook. You can also order the Recipes for the Heart cookbook too. And if you don't think you need to eat healthier, take this link to the Cholesterol low down. This is a great site to visit after you get the results from your cardiovascular screening.

Another great site to visit is the home page of the American Diabetes Association. Just like the AHA page, the ADA addresses early detection and treatment and has a diabetes risk test on their prevention page. They also have a great recipe page, including such unusual treats as Nasi Goreng, a gourmet dish from Indonesia.

	<p>Visit the ADA's virtual grocery store for some tips on shopping for food that will keep you healthy. The ADA also has a weight loss page that addresses physical activity as well as dieting.</p> <p>A visit to the American Cancer Society page will tell you all you need to know about prevention, early detection and treatment of all types of Cancer. Their Cancer Prevention page is the best on the web. If those other pages made you hungry, then follow the link to the great American weigh-in.</p> <p>That's it for this Internet Update, and if you have a site that you would like us to visit, just drop us a line at cable@cms.hhs.gov.</p>	
23	Music	<p>Did you know?</p> <p>The Medicare program has its own Internet website: www.medicare.gov</p>
24	<p>Stan: Thanks Valerie.</p> <p>In May, We will look at new Internet tools and calculators to help you decide whether you want to join a Medicare Prescription Drug Plan.</p> <p>Issue 2 of Medicare Covers America will look at some of the training that Medicare is giving to the organizations that want to become Medicare Prescription Drug Plans. Plus the Medicare Calendar for May and June.</p> <p>Valerie: Please check with your local cable company to get the time and date to watch us in your area.</p> <p>Until then, on behalf of all of us at your Centers for Medicare & Medicaid Services, this is Valerie Hart...</p>	<p>Stan and Valerie on the set.</p>

	<p>Stan: And Stan Stovall</p> <p>Valerie: Thanks for watching.</p>	
25	Music	Credits
26	<p>Mark McClellan: I'd also like to ask our beneficiaries, our seniors, to think about a very important New Year's resolution for 2005. Spend a few minutes on Medicare's Preventive Benefits by using these booklets or calling us at 1-800-MEDICARE or talking to a representative from one of these organizations here today or your health professional. And then follow the advice of all these experts, and be part of our efforts to make sure you live a longer and healthier life.</p> <p>Thank you very much.</p>	<p>For more information about Medicare: Visit: <u>www.medicare.gov</u> Call 1800 Medicare or Drop in on your State Health Insurance Counseling and Assistance Program</p>

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